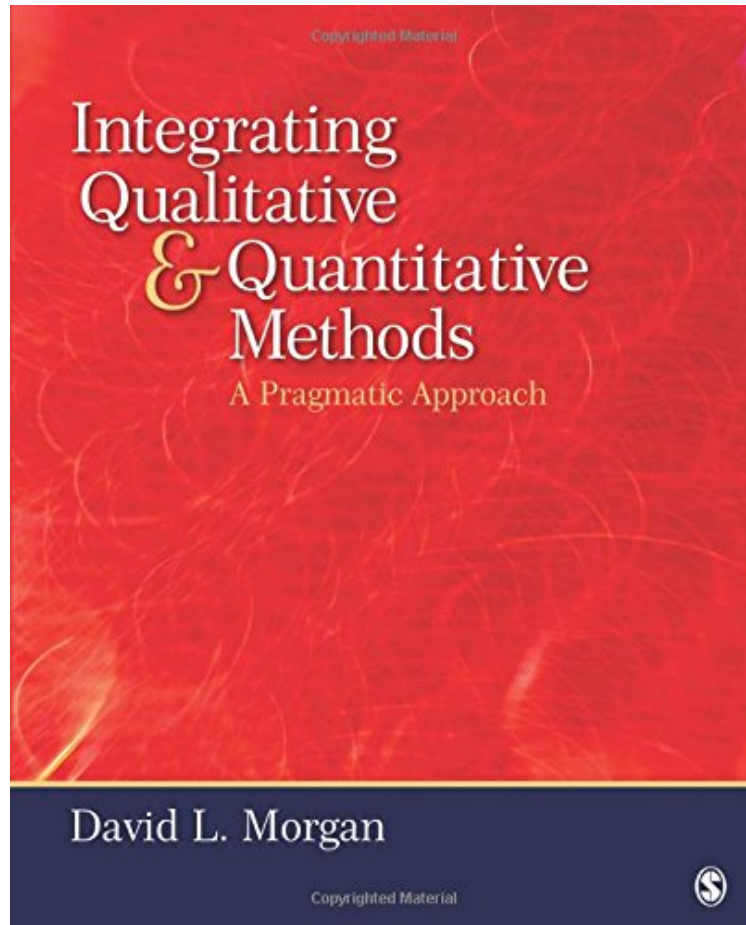


Integrating Qualitative and Quantitative Methods: A Pragmatic Approach

David L. Morgan

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David L. Morgan : Integrating Qualitative and Quantitative Methods: A Pragmatic Approach before purchasing it in order to gage whether or not it would be worth my time, and all praised Integrating Qualitative and Quantitative Methods: A Pragmatic Approach:

Focusing on research designs for projects that collect both qualitative and quantitative data, David L. Morgans Integrating Qualitative and Quantitative Methods: A Pragmatic Approach discusses strategies for bringing qualitative and quantitative methods together so that their combined strengths accomplish more than is possible with a single method. The approach is broadly interdisciplinary, reflecting the interest in mixed methods research across the social sciences. In contrast to an "anything goes" approach or a nave hope that "two methods are better than one," the author argues that projects using mixed methods must pay even more attention to research design than single method

approaches. The book's practical emphasis on mixed methods makes it useful both to active researchers and to students who intend to pursue such a career. Chapter 1 is available for review on the publisher's website, and provides a comprehensive introduction that is appropriate for assessing the overall content of this informative book.